

Sears, Roobuck and Co., Chicago
FILL AND WINTER, 1941-42



#### MEET THE BOSSES OF SEARS-ROEBUCK

Probabby you never heard of the Opdabh and the Joynem. It would be strange indeed if you did, for they're not the kind of folks who make newapager heafilms or win contests. But they're people worth knowing, all the sarroe Because that are what all of us want to be—good,

Three fishs and 10 million other favalles like them are customers of Sears and, what is more important, friends as well. What they take should not believe in, what rifes then or brings a chaskle are vitally important tous. For they are the real lesses.

We wanted you to meet thems-trail on the side posels and hear them tell how Sears help them get enceeat of living. So we went to cities and villages and along the loss tuveled sideroads that live Auprins's faultful feenhands, and took the pictures you we on the uses following.

Wherever we went we heard why

folks are keying more from Serverill Mail Oxfor takey than they reweild before. "We key for less," they said, "and always get quasily we san deposal on. We get suchs wide choice of others, designs and process. We can hold a family located on our purchases. And we save as much time becomes we make processes on select time and their processes of the processes of

They like fears entaing for other reason, too. Because they one few what they wast, completely and accurately presented. Eccause Seam resembane for it pictured in it will look in their hards, in their houses, at the beauth, on the farm. And because we give three, straightforwards, factual reading miniter—strapped of treinscal beaute was the fact.

So your new Scars ostolog again that kind of book—the loved of practical ostolog you and the Opdahl and Jayness and 10 million other American feasiles told to you want

We generate to the eye processory in processor to deliver of methodological and the experimental processor to the experiment of the experi



Seurs forgo is used by Mr. Op to maintein mackinery on the j



One look at Heavy tells you that It was 't in long until his olars



med their cold storage leaker to Albert Loa cheers bolds e-plenty



Source catalog comes out inheaeuer they make a porchase far the family or the farm

#### THE OPDAHLS OF MINNESOTA

on ocre ought to yield and a dellar ought to buy

If you strike out door, Athert Les and go atstern raise southward through Congar, you'll first bit conductable force including of Honyand fortune Ophilab. Secretary was a property of the Constraint of the Rome, in circumst thick, was been not be place and Gentrale but a few sales up the road. So their frauly receit rais does not the sail and pure and concerning their recoverage for the constraint but it to that the Shandon.

Henry Opdobl is a pregressive farmer and a second business mes. Also the changing sense in agreement, he works with the State University. Presidently their questions there experience has shown will interest Opdobli farm arrange. Done a year they walk the farm record before and this relevant of his operation serves Mr. Opdobl as a guide for the year about. The same healthen for the mile that the contraction of the present of the present and the same health of the present and the same health of the present and the same health of the same hea

as well Three buy from Sours coining and because Sours research to absent a tradition in the Oschil healty, but because months in and moreful-out the Sours stately continues to give Pactice quality Sor the assency than anytody she. When they nake out as codes, the needs of the whole finally necessarished-right shows to the heal new And sincet covery order includes what therity Mrs. Opidal cells "postage assen"—norm Alte teeth notes end shawing even that also sew the entire protage

How long have they hought from Stand Henry successed our questions with an irratation, "Conyo on bank to the implement shed," he said, "I want to show you something." Three, frazzed in the may of a setting whiteness to such stood the old frequ and most they longly from Sent-Rocksot, Mail Order twenty-four your ago—still giving nervice, still bring to to Sents famous guarantee.





play cornets in the school bus-



m window go up, the north side is bunked, and the farence draft shreen saide eq



OPDAHLS MAKE THE MOST OF REA

November 10. 1889 was a wide stor day as the OgdadA issueshalk Bee effect did the the hope in much from the send gast the OrghidA form one fine the need gast the OrghidA form that of "much." of needs, was neededingal paragin for results self of needs, was neededingal paragin for results self to five fractions. Then some the desirent engage. And a month, went by selfer fractions after the needs of the need

The Opidal electric bill in no preblem. "Some day soms I hape we'll be paying more," says Mr. Opidali, And you know that size as shootin' be has some new Seatt equipment in his mind that he can







Medera from slak to refrigerates, Mrs. Oydohl's likehen is one that than city honoracites trigits emp

that hattered paperer—ginner some! Opdahl children have the circs of their tires when they clust Generipe Landon's just were the since line in Forest City, Eson, on Nooday

#### THE JOYNERS OF MISSOURI

are a Searc family who found a new way of living out on the edge of town

One night three years ago, Nellie Asymer was sitting on the floor with the Sours catalog equs to the numery section. "Next year," the saidenly amounted to Herrill Joyane realize his paper in the easy chair. "I think we caght to build a place of our own in one of those new subscrits out on Raytown Roof!" For a cought who had lived alreadt all of their lives in

For a coling-wise distance and assess and the traff with a Kanana City, the demand in With a balf one of load, they could note regulated. Maybe thickens, too, Nelttraced havie referred grain. Merelli could get the result have been fewer grains. Merelli could get the resents on office worker moch. And all the while, payments on larger than rest would be larging a place that somethy would be their fire keeps. sone. They were apersy changing serious, as the connect moved from one rected apartment to another. City yands are used and too other they played in the street. Shripy Mae begged for a black, but Hother was nitual of the street curs and traffic. Torn wasted a dog, and well—that was out of the question. So the deprene bought a lot in Hilling Gardens, built

a house and gave themselves and their children some reports to hang on to in this fast-changing seeds. They will talk about the money Sears seved there—from burdense on the windows to hard-wedscell rag on the skelzes floor. And here at Sears we're prefix possed that we could help them make their decorate come true.



edinate every city family. The Juyane family in things ingether, make their men good times. Every week-end when the non abtuse they are seeking in the gorden as entitions on the laws on our famal them the Sanday see took this picture, for the entitions







dad you live the bind of outdoor life you just our't find in crowded sity plus

#### THE JOYNERS' CATALOG

#### has a new manning these days

A few years book, Merill couldn't tell, a garden teretur from a cultivate, And what Melic dield't laters about the simple tab of transplating run hubes would take a ini of anasoving. But things are different rows, List at ell of early pools gene analysisate, the Jaymes have discovered serious of the cutaking they dan't know existed. The Nove for Hard-wave and Form Engourement and The More pin Buildings and Modern-State and State the Component and The More pin Buildings and Modern-State and State the Component and The State pin Buildings and Modern-State and State that the Component and The men and fertilates, putt and implements are more contributed by the Component and The Component and The More and State and Component and State and St

"We've got a new emport he your ortaking time we time one here."
M. Joyane told in. "Of scarm, we hought defining from you, engaginement
for the one, and furnitate when we lived in town, But here in the constretive need lets of things city folial don't hour whout So we use your calslag as a gathe. It gives us feets, planishy and quickly. When we frield not
me about an artisk, we know exactly here it weeks and what it will do."

NEW AND FASTER SERVICE

# ON WOMEN'S

Effective with this cotalog you will get faster service because:

women's roady-to-wear articles carried in your nearest real order house for immediate, some-day shipment.

2 We are carrying at our Koraas City Mail

stocks of all wemen's ready-forwest existes, in addition to complete stocks at any New York Trablem Heodaparten, Iban, il yes live closer to Kassas Cay than New York; our higher priced fashiors, except fors, will be skipped to you from that sow service gains.

hooled "Eary Ordering - New Foliar Service" on the wearing appared pages that follow. They will fell live about the better service you get an the dreams, coats, saids and other wener's woor horse you cleded. This het, ter, forter hooding a made possible by the greatly increasing demand for our

Buy fashions from Suars catalogs for the best styles, for the greatest savings and the quickest service!



#### 

This blass of the lowys crost, cut to the formore figures, because the fine filtering or shortest war college gets. Indish the single style is entire several resolution for a discrete several resolution for a discrete several resolution for the several resolution for the several resolution for the several resolution of the several resolution for the several resolution of the several resolution for the several resolution of the sev

Kerylevade is Seas Yade noticed some for coractly-dyled Crosol. Claffon



BOOO QUALITY SO TO THE WAY THAT THAT THE WAY TH

required National Section of the confidence of the Section Se

und from CLAS 20 MI

Conformation with up SSTM absolute

Appeal East Comments

and one has nononiment at Figs 1004

and let fi age und in an entitie on even

marginals and in America, To also also has

the first figure to make the first of the first figure.

BETTER QUALITY
They Water and States
and SATE SATE
STATES COLUMN EXPENSION TRANSPORT
TABLE OF THE PROPERTY STATES OF THE PROPERTY STATES

FAMILY is to assist that the register of the r

or full augit with proving of the Rovan Sport Rosing, we send Share or 1 had an proving one of shares. Shake sign eather Thompson quiliful 2 province 3 moves. "MR 4000-31 Owner: 23 is observe. Code, \$14.60 Cour or orthor question with the 3.91.61 scientists.

and pay periods and from named for finance. Count for those 2 people and solve over City as from florit, whether as nontrees, man thousands out to be the from man thousands out to be apple to an flority florities, and foods \$150.

22 . . . MARE ROMBUCK AND CO. C.





# Kerrybrooke\* POLO COAT OUR FRONT COVER COAT THAT YOUNG AMERICA LIVES IN ALWAYS CONFORTABLE... ALWAYS CORRECT... ALWAYS IN STYLE WANTED TO THE TOTAL THAT THE TOTAL THE TOTAL THAT THE

Zendodný rozv. As veze nevyvelne z nať Sasooni Contorníki noší czerté loz čijo courty, vehy por nevyvely, dreses, sportnesa or formáti is snart no a Mini of ka-Mortani, sportnesa or formáti is snart no a Mini of ka-Mortani, sporty hesidone a San El of Sa O-22. Tilo fembes syne vesi so verbadníky nýti to begn vetv, sport goje, flet it, ali domna fele ne met ricis free fine to time ka neser nesty shongos Todny—like vedernály odd dodomne. Vezi sakh opalyse námora skoludect ovy semcetrone. Vezi sakh opalyse námora skoludect novy sem-

Se e (vicinie). «Control de control de control de l'experience de l'experience



GOOD GUALITY

Buy Yeave of Boss

and Boss \$1.00

SMARG L. on gard quelyy All Non-Trailers

Frank GUALITY EXERCISES

Frank

TASE DESCRIPTION FASTER SERVICE

LAST Dear ST ADMIT AS SACE A THE SERVICE OF THE

BETTER QUALITY \$ 498

Freehold on the last of the state of the sta

PASTER SERVICE
Into and pay package any Alpa year recontrate from all Louis on these 3 proper or
test Konste City or hope No.1 additional in the

M . . . . mats. somecr aso co. .





# Kerrybrooke\* BOXY COAT

# IDEAL STYLE FOR A WELL-DRESSED WOMAN; FAVORITE FOR 4 GOOD REASONS

- Because the well-cut gores
   glorify everyone's figure
- Because it is equally suitable for dress-up and for daily wear
- Is wonderfully comfortable in Fall, Winter and Spring
- And . . . It will Stay in Style for many Seasons to come

SO POPULAR THAT WE OFFER IT IN 3 QUALITIES... AT 3 PRICES... EACH PRICE IN 15 SIZES; For Misses, Women and Stout Women. You save several dollars when you buy this coat from Sears.

Sears newest version of this standby style is young, becoming and smart. It is well-gored to fit trimly across the back and over the bust... then swing out in soft flare to the hemline. The slot seams, front and back, make you seem slimmer and taller. The simple shoulders are easy to wear. Sleeves hang straight and armholes are full-cut, so your coat slips on easily over wool dresses, sweaters or suits. Convertible collar buttons warmly

under your chin, or opens into deep V-neckline. And the buttons are the latest thing; made of coat fabric, then finished with tiny "picture frames" of silvery metal. Coat comes in 3 quality fabrics as shown above; each fabric in following colors and sizes: \*Colors: Black-and-White, or Brown-and-Beige Tan. Misses' Sizes: 12, 14, 16, 18, 20. Women's Sizes: 38, 40, 42, 44. Stout Women's Sizes: 43, 45, 47, 49, 51, 53. All Correct Fashion Lengths.

\*Kerrybrooke is Sears trade-marked name for correctly styled Casual Fashions



16 . . . SEARS, ROEBUCK AND CO. O

# GOOD QUALITY \$

Buy Yours at Sears
And SAVE \$2.00

SIMILAR QUALITY ELSEWHERE . . \$14.98

FABRIC is All Wool Herringbone Tweed, shown at the left, above. (100% Wool made up of 50% New Virgin Wool, 50% Reprocessed Wool; same highquality Wool you've always bought at Sears. See Page 338.) Warm, firmly woven, softly textured tabric; holds its smart shape through many Seasons' wear. LINED in good-looking, sturdy Earl-Glo Rayon Twill that is guaranteed to wear for two years. INTERLINED with fine quality warm Winter-weight fabric, full length of the coat and both sleeves. FACED down both fronts with wide strip of coat fabric; PLUS a zip-closed packet in the facing! TAILORED in every detail like our finest quality Kerrybrooke Boxy Coat described on opposite page. Colors and sizes as listed in paragraph \* above. State size and color, Shpg. wt., each, 5 lbs. 6 oz. +17 NK 6009-\$2 Down. ...\$2 Month on Sears Easy Payment Plan. .. Cash, \$12.98 Coat of similar quality costs \$14.98 elsewhere.

## BETTER QUALITY

Buy Yours at Sears And SAVE \$3.00 \$1698 52 Down

SIMILAR QUALITY ELSEWHERE . . .

FABRIC is the beautiful All Wool Herringbone Tweed, shown in center, above. [Made up of 55% new Virgin Wool and 45% fine quality Reprocessed Wool, see Page 338.] Gives even greater warmth and wear than the fabric of our lower-priced Boxy coat. The weave has extra firmness, greater softness that hongs well, and added richness of color. LINED in Earl-Glo Rayon Satin that is guaranteed to wear well for 2 years; arm shields of Rayon Satin lining material. INTERLINED entirely with warm fabric plus wind-resistant Chamois-like leather lining from neckline to waist in back. FACED down both fronts with wide strip of coat fabric, cut in one piece; bound with piping of lining material. A zip-closed change pocket in facing is handy and new. TAILORED exactly like our finest quality Kerrybrooke Boxy Coat completely described on the opposite page. Colors and Sizes as listed in paragraph \*\*above. State size and color. Shpg. wi., ea., 5 lbs. 6 oz.

117 NK 6010—\$2 Down, \$2 o Month. . . . . Cash, \$16.98 Coat of similar quality sells for \$19.98 elsewhere.

## SEARS EASY ORDERING AND NEW, FASTER SERVICE

Check Your Size . . . see size measurements on Page 1254.

Measurements-for-fit now used in our coats are same as best standards used in America. That's why it's now easy to get correct fit at Sears by mail, phane or our Order Offices. We guarantee correct fit, or your money back.

-Order and pay postage only from your nearest Sears Mail Order House. All coats on these 2 pages now shipped from Kansas City or New York, whichever is nearer you. This means most shipments will arrive within a few days. -Available on Sears Easy Payments . . . see Inside Back Cover.





OUR BEST QUALITY \$100

MBD or an final fact the facts have forcement. ) year distribution produced by the control of th

# All Wool Herringbone

• The RICH-LOOKING . LONG-WEARING ALL-PURPOSE FABRIC

THAT'S AMERICA'S NO. I FAVORITE FOR COATS

Sears Offer This Young, Becoming Fabric in 3 Kerrybrooke Coat Styles; Each Style in 3 Qualities . . . at 3 Prices

In Fourteen Sizes . . . for Misses, Women and Juniors

You're proud of fine Tweed the first time you wear it ... and just as proud after you've worn it for Seasons! Because good Tweeds like these are waven to last, and to keep their beautiful bloom, year after year. They're styled to stay in fashion, look smart and feel right, as long as you want to wear them. Each of the Kerrybrooke Tweed coats shown on these pages is suitable for dress-up or daily wear. A happy companion for the simple shirtfrock shown on Page 83, or the pretty Rayon Crepe basic dress shown on Page 85. Read the care we've taken in making each coat; and figure the money you save on fine Tweed coats at Sears, Roebuck and Company.

## See the EXTRA VALUE You Get at THE PRICE You Choose to Pay

GOOD \$2.00 Down \$10.98 TWEED COATS ... IN STYLES A. B OR C

would cost you \$12.98 in similar quality elsewhere because:

- They're made of our good quality All Wool Herringbone Tweed 150% New Virgin Wool, 50% Reprocessed Wool. The same high quality Wool you have always bought from Sears; see Page 338);
- 2. Lined with Earl-Glo Rayon Twill, guaranteed to wear for two years;
- 3. Warmly, thoroughly interlined, full-length . . . front, back and sleeves;
- 4. Tallored exactly like coats that cost \$12.98 elsewhere. Cut with precision and care; sewn with skill and pride, Lapels reinforced to keep their shape through many long Seasons of satisfactory service.

BETTER

\$2.00 Down

\$15.98 TWEED COATS ... IN STYLES A, B OR C

would cost you \$19.98 in similar quality elsewhere because:

- 1. They're made of our better quality All Wool Herringbone Tweed (100% New Virgin Wool for superb warmth, wear and beauty);
- 2. Lined with rich Earl-Glo Rayon Satin; guaranteed to wear 2 years;
- 3. Completely interlined with warm fabric AND, neck to waist in back, extra-lined with superior quality of wind-resistant Chamois-like leather;
- 4. Well-tailored throughout; even to wide facings of self-fabric, plped with the lining . . . just like a man's custom-made overcoat! Extraprotected by under-orm shields made of the splendid strong lining.

**OUR BEST** 

\$3.00 A Month on Egsy Terms

## \$19.98 TWEED COATS . . . IN STYLES A, B OR C would cost you \$29.98 in similar quality elsewhere because:

1. They're made of the finest Twead we sell ... Sears best quality All

- Wool Herringbone potrern fabric that is 100% sturdy, soft, New Virgin Wool. Gives your coat utmost beauty, warmth and weat;
- 2. Lined with finest quality, long famous Skinners Royan Satin (finished with corded piping). A lining to superlatively fine that it guarantees langer, loveller wear than any other ... in this entire Fashian Section
- 3. Completely interlined with warm tabric and extra-lined, from neckline to waistline in back, with wind-resistant Champis-like leather:
- 4. Tollored in every detail, like Tweeds costing \$29.98 elsewhere. Our most skilled craftsmen give these coats their greatest care . . . then face the fronts with wide bands of self tabric, insert under-arm shields of the superb lining material , , , and complete this coat-masterpiece with a ZIP-FASTENED change pocket set into the coat-facing. Handy new idea for handkerchief or cartare; exciting extra value feature.

#### SEARS EASY ORDERING AND NEW, FASTER SERVICE

Check Your Size . . see size measurements on Page 1254, Measurements-for-fit now used in our coals, are some as the best standards used in America. That is why you now find it easy toget correct fit at Sears . . . by mail, phone ar our Order Offices. That is why we guarantee satisfaction, correct fit, or your money back!

- -Order and pay postage only from your nearest Sears Mail Order House. All coats on these two pages are now shipped from Kansas City. This means that most shipments will arrive within a few days. Try this New, Faster Service from Sears
- -Available on Easy Terms, see Inside Back Cover.

18 . . . SEARS, ROEBUCK AND CO.



The classic 5-button reefer coat, beautifully gored in front and back, vent at back hemline. Has notched lapel collar with new type lapel amament. The ideal all-occasion, oil-climate cost. Colors: Herringbone Tweed in Black-and-White (illustrated) or

Brown-and-Beige. Misses' Sizes: 12, 14, 16, 18, 20. Correct Fashion lengths. State size, color. Shipping weight, ea., 5 lbs.

GOOD QUALITY—Buy yours at Sears and Save \$2.00

\$1098 +17 NK 6013—Style A; in our good quality All Wool Herringbone Tweed; tabric and features as stated in description of GOOD \$10.98 quality 

BETTER QUALITY—Buy yours at Sears and Save \$4.00

51598 Gash

+17 NK 6014-Style A; in our better quality All Wool Herringbone Tweed; fabric and features as stated in description of BETTER \$15.98 quality 

BEST QUALITY—Buy yours at Sears and Save \$10.00

• 17 NK 6015-Style A; in our best quality All Wool Herringbone Tweed as illustrated, fabric and features as stated in description of OUR BEST \$19.98 quality at left........ Cash Price, \$19.98



0000 GEALITY—by years of fours and four \$1.00 EVEN GENERAL STATES AND THE STATES

A THE SECTION OF THE

7 FIRE METERS— Taylor C. Dis stroke All Frience Vascol (Figure 1) and foreign are norther of admirages all METERS (LINES) and foreign are norther of admirages and METERS (LINES) and the stroke half to demand a manufacture and foreign and CORE METERS (Stroke and Figure 1) and foreign and CORE METERS (Stroke and Figure 1) and foreign and fore



#### STYLE-A

MOVIE HERO coat with inverted back pleat . . . the Hallywood hit-style! Pull the belt tight to show off your figure, roll notched callar high around your face, and then thrust your hands in the two huge, smart patch pockets. Color: Polo Tan only. Misses' Sixes: 12, 14, 16, 18, 20; in Correct Fashion Lengths. State size. Shipping weight, each coat, 5 pounds 4 ounces.

### GOOD QUALITY—Buy yours at Sears and save \$2.00

\$1098 Style A: in good quality All Wool Fleece; fabric and features as stated in description of GOOD \$10.98 quality, at right 

# BETTER QUALITY—Buy yours at Sears and save \$4.00

\$1598 Cash

Style A: in better quality All Wool Fleece; fabric and features as stated in description of BETTER \$15.98 quality at right 

## Spars BEST QUALITY—Buy at Sears and save \$10.00

\$1998 Style A: Our best quality Alt Wool Fleece with fabric, the features AND the zip-out lining as stated in description of features AND the zip-out lining as stated in description of OUR BEST \$19.98 quality, at right side of opposite page. • 17 NK 6031—Quality illustrated above, Cash Price \$19.98

20 . . . SEARS, ROEBUCK AND CO. 2 1

#### STYLE-B

Latest version of the famous Balmacoan topcoat that slides talest version or the tamous balmacaan topcoat mot strees so equily over sweaters or dresses. Jooks so smart with everything. everywhere! Has new square-cut ragian sleeve; welt-seamed sleeves. Patch packets; big as bagd Color: Polo Tan only, Misses' Sizes: 12, 14, 16, 18, 20, 22; in Correct Fashion Lengths, State size, Shpg. wt., eo., 5 lbs.

# GOOD QUALITY—Buy at Sears and Save \$2.00

\$1098 Gash \$2 Down on Easy Terms Style B: in good All Wool Fleece; fabric and features as stated in description of GOOD \$10.98 quality, at right side of apposite page. Leather-like buttons,

+ 17 NK 6033 . . . . . . . . . . . Cash, \$10.98

## BETTER QUALITY—Buy at Sears and Save \$4.00

\$1598

Style 8: in better quality All Wool Fleece; fabric and features as stated in description of BETTER \$15.98 quality, at right side of appo-site page. Leather buttons.

# 17 NK 6034 . . . . . . . . . . . Cash, \$15.98

#### BEST QUALITY—Buy at Sears and Save \$10.00

51998 Cash

Style B: Our best All Wool Fleece; fabric, features, AND zip-out lining as stated in description of OUR BEST \$19.98 quality, at right side of opposite page. Leather buttons,

♦ 17 NK 6035-Illustrated above. Cash, \$19.98



Texlure Fleece

EVERYTHING YOU WANT . . IS YOURS IN THIS GORGEOUS COAT FABRIC .

We after this superbly popular faints in 3 anness style both style in 8 qualities—State to 80 Mileses and Junior

seed in very pay version distinct which pay buy from Seen our Anger-Spe to a flee place of this Facility Seeds and very with its district facilities. Field it up to plant thes I made to the plant of error the prooffeet force. Then the

pare gold and view. Jeans all World Place in Science for involving a feet and a first part of the part of the part of the part of the feet and a first part of the part areas to part of the despite fires . . . and object the first object weren. You'll even the of the despite fires . . . and object the first object weren. You'll even Tarrill a part of the part of the part of the part of the LETTER YALVE for every south AT. DMI TRECT page channes to provi

1098

1598

\$10.00 Februar Gents . In Eryth A or 8 or 0 war and 10 war and 110 in steel purply distinct, between the 10 in section of the 10 in sec

They're an involve capture produced classes field thinking your visible flowers. In Prince 1997, you should replied the thinking produced from the capture of the capture of

1998

Story and IPAE is saidle quality streets, possion. Say's ward or an Austra greatly required. Saidle for shifty have break 1505th revenues throat 1756 are comed Cope for and 1515th received which their our four fair-fire beyon bette purposes to saw in said to be the shifty for the purposes to saw in said, they grown hough of All they street from happen. Said from soid to receive 1544ths above to gardy it made and have wenderfuly expressed it gardy it made and have wenderfully expressed it

Charper of the dig services active to the services a

Taryonata is Sent Year and Australia

Taryonata is Sent Year and Australia

PATRACON SERVICE AND ADMINISTRATION OF THE PATRACON SERVICE AND ADMI

L phy you says fled in a content filt of Septi , by the or air Chair Offices as possessing content fit do a contribution or your materi

by not the name that most objected of union a far door, then force both and one of the from the fact of the force of the f



for Foll or Winter; Lovely for Dress-up or Dolly Weer, Missel and Women's Sons 98 ----- 119-98

98 "11.11" 138.00

SLARS EASY CROSSING - AND HEW, PASTER SERVICE



Karrybrooke models in States' and Amon' Sines . . . prived to pove you many elotters

1298



Finest Cloth Coots we sell ... toyellest thing you own. Gorgeous fur Collars and Fine Febries styled to secre you many sensors, Links, guarantee 2 years' wear.

The tree for freeze Sinder motive absolute - \$29.00

tal has been been been tender moder absolute ... 150-98

Can had from home 

Caber Buck only Minute State 12, 74 4, 15, 20, 27 Leight about 175; in Wassers & State 16, 38, 45, 43 annys, those 87%; in Shoping apple 5 cough 15 coupes 24 . STARL ROTALOF AND CO. D. O. C.





NADE LIEE FOR FAR CO.

1 How under are stir.

5 Book a loterfaced of
Box quality wind-resid
many Chambridge No.

report Charmativities for 8. Copyr Stringer, Stiller Stryen Settle Seresceller, year near publication 4 Wind should caffe passworthy and only

housed separately before stops and red

A. Foological smoothy dis

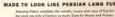
F leade the and loop of tag for Wilder content

SAVE 47%

1695

TO LOOK I





Got Yen Full Washi Wash

but costs you only a fraction as much. Sizes for Misses and Women.

The washing you have

the washing to be used

to be desired to be

or the desired t

The big of the property of the

Samual-again from 2 year tool one of year to not on any part to not be part to not on the part to not be part to not on the part to not one of the part

SEAS SASY OCCURRED AND PAIR, FASTER SERVICE
O'CLAS Face Else. Assessment Page 1215. Vi come. Other and any participant by a salighous are investigated from Other.
In publisher by a salighous are investigated from Other.

The common of the common page of the common of the common of the common page of the common of th

n m → raox 25 . . . . . . . . . CDATI







- . THE TWIN-BUTTON REEFER . . . Styled to Stay In Fashion
- . Kerrybrooke ZIP-OUT LINING . All Occasions . All Seasons

Two ways full talk in others will full frager. What feather years in one full or come recovering much assessment and was assessment of the state of the full feather. Earn, are was also assessment for ever 2 years was not confirmed for ever 2 years was not confirmed for every full full factor which shall be soon with the wild full feather to be soon for soon for the wild full feather in the confirmed for every full for the confirmed for the Environde Eleval Little Cort is dis-dit floor flows (I/II) Tripo flow at till floor flows (I/II) Tripo flow at another are point. I/II, Second Your, another point. I/III, Second Your, another Little flows in the point flows in our flowing and point flows and are not for flow flows Test, parent and to seek Anomanus for 2 second I/II refer to the flow flows and spend and the seek Anomanus for the second second and anomal seek flows flows and separa bills.

## THE POLO COAT

SEARS BRING IT TO YOU AT A \$5 SAVING

AT A \$5 SAVING \$ 4

Shows on the Poshion Magazine Covers
 And worm on every street in America

And worn as avery street in America
 By actual count, favorite cout in U. S. A.
 In Misses' and Juniors' Sizes . . at Sean

In Misses' and Juniors' Sizes . . of Sears
Sears BUT 1990'N Id'sion of this winning poin over

The right fairful shore is worth many a-dictor more.

Fine tolloring looks the for coeffer pole cook
and is accurate these a lerty contravements air

(1990) I cith alterniae Stream's Faren Satirum

1990 is the gibraring Skirour's Eagen Sain, the Saart Saft have Senan be now generalized and being is generalized by give you have poon" work the SKITCOMS are beguithed from Ocean Facil. . anoby

STITCHE Ore hearth. I true O'cour Feart, . small white and earth heart, And the heartenhales here agent perhaps, they're shedly each and well-filling the court perhaps, they're shedly each and well-filling to court of the cour

Prechaging depe frough a long term of sourt senior services and the second of the seco

Great of the Financi State Polinics. Model and the position organist for the street parts it is the Episson State State Polinics with all Polinics Colombian Parts of Life Vega Polinic, 19th Encourage State, 19th Colombian Polinics Life State State, 19th Encourage State, 19th Vessell, 20th All State State, 19th State, 20th Integrit State States States

we meet. Contributed by a monton contribution, a work-onlying untimer gine. White contribution has a promotionate. Recommend 1 is multivariable to all cold gine as a time. The monton prompts in monton prompts in the first gine as a time. The monton in the monton of monton in the monton of the m



C 2007 20 ..... 2010 0011



s998

SEARS REVERSIBLE COATS . . . Completely Finished on Each Side Ends Wird, Rain and Cohll Mode of Some Type Tweets and Tail! Setal Sheethers of Higher Prices, Miners\*, Jankson\* Stans



or with a second of the second





AN AIL-OCCASION MASTY

Stand quality, Study agrees many Named, 47%, responses of Plant, 1975, response Trans. Subjects from the Lates, New York,

Confessio Flore, P.S. nor Phys. Was thank the Navy for soft a phoning place. Name the Navy for soft a phoning place. Name that he soft is because the Arrig ofte the Aprillar can company or a facilitation advantage out from an Autor with Amplicies single Survival length on local. Stress deletions on the leaf tief to local Stress desiries was sessified and learningly infriend. West serving sleen the sociated dynamical serving sleen the sociation in book, single top to joint work or length As contribute with an length learning. Estate Who o'l' or find No. 672. Author' Blazo P. 13, 15, 15, 16, vergit, when G below Biopring weight, and, if pennet h ourses.

SAS . AND SUPPRISON THAN In see the other . Moreover it has been followed as the name

Cur Cood quality Yangd of St. supre-sond Word, 10th record West, 2019, Seyer See Sept. 220. North Indicate.











Current 22 .... Page coats



years . . warm interlining! Misses', Juniors', Women's and Stout Sizes

#### REEFER WITH VELVETEEN TRIM

Fine quality, tightly-woven tobric (usually found in \$15 Coats) is 28% Virgin Wool, 56% Cotton, 16% Rayon (see Page 338). Lined, interlined as described above

Look prettier... feel warmer... than ever before, in your best winter coat! Choose this beauty-winner that's deliberately designed to glorify your figure and wrap you in coddling warmth. Hos unpressed front gores. Notched collar is faced with velveteen . . . the fabric that makes your skin so white and puts a sparkle in your eyes! Fabric covered buttons; Inside pocket. Colors: Block or Wine 417, Misses' Sizes: 12, 14, 16, 18, 20, Lgth., obt. 421/2 in. State size, color. Shpg. wt., 4 lbs. 8 oz. ♦ 17 NK 6104—\$2 Down....Cash, \$9.98



## NEWEST, THE SHIRTWAIST COAT

Fine quality tightly waven fabric (usually in \$15 coots) is 53% Reprocessed Wool, 34% Cotton, 13% Rayon. Lined, in-terlined as described above.

Hit style of the season! And a style we predict that will lost for many seasons! So flottering, becoming and new from the trimly buttoned front, relveteen col-lar, front-tie belt . . to the honest-to-goodness shirtwaist cuffs with link butfont! Has one convenient inside pocket,

Colors: Soldier Blue (likustrated) or Black. Juniers' Sixes: 11, 13, 15, 17, 19, Length, about 42 in. Misses' Sixes: 12, 14, 16, 18, 20. Length, about 421/2 in. State size, color. Shipping weight, ea., 4 lbs. 8 oz. # 17 NK 6105-\$2 Down....Cosh, \$9.98

#### POPULAR .. IN 3 SIZE RANGES

Fine quality febric, illustrated in swatch and in coat, above, is 28% New Virgin Wool, 56% sturdy Cotton and 16% Rayon. Lined and interlined, as stated above.

This figure-flattering style has a 2-but-Ion, high-fitting neckline equally flattering when worn open or closed. Epaulet shoulders, easy fulness above waist, and rippling gores in the skirt increase its becomingness, add to its style! Inside pocket,

Color: Black only. Misses' Sixes: 14, 16, 18, 20 only. Women's Sixes: 38, 40, 42, 44. Length for both size ranges, about 43 in. Stout Women's Sizes: 43, 45, 47, 49, 51, 53. Length, about 45 in. State size. Shipping weight, ea., 4 lbs. 12 oz.

#17 NK 6106-\$2 Dawn....Cash, \$9.98

-Check Your Size...see size measurements, Fage 1254, It's easy fo get correct fit by mail, phone or through Sears Order Offices. —To See The Color . . . whenever a number follows color name, you will find the shade illustrated on Color Graph, Page 1248.

SEARS EASY ORDERING AND NEW, FASTER SERVICE

urements, Page 1254, It's easy

—Order and pay postage only from your nearest Sears Mail Order

through Sears Order Offices,
a number follows color name,
Kansas City or New York, whichever is nearer you.

-Available on Sears Easy Payment Plan . . . see Inside Back Cover.

34 . . . SEARS, ROEBUCK AND CO. 2 O









#### Frame Your Pretty Young Face in These Glateans for Collars and Wron

Vousiell Up in These Woodputs! Wigher Weight Februs in Sizes II to 19

12% 

Control And of classic Control and Control

SALY ORDERSO-NEW, PARTER REPORT Ched Pear See - on the Pearly See - Ched Pear See - on the Pearly See - Ched Pear See - Ched Pear See - Ched Pearly See - Ched College - Ched Pearly See - Ched College - Ched Pearly See - On the Pearly See



#### BUDGET PRICED...JUST FOR JUNIORS

The Four Winning Styles Bast-Laved by You Who Wear Junior Sites . . Designed to Show OH a Fine Young Figure; Tailored to Give Long Wear and Lined to Last 2 Years

1798 ---- 19.95

Arms \$2 or each of from two

WITTERS PARKE

WITTER

and Add of the arthropide and the state of t

1998 ............ 1200

Books of the second sec

Outside 37 .... contra



Supply Ween At You I can I start 15% of Your At You At I start 15% of You At I start 15%

TR MARY FORMATY AND CO.

to the country of the

Copy on a personnel of the copy of the cop

with field fration of larger is a few parity and harmon in 15th Assess from 20th 15th Assess from 20th foreign and 20th Assess for the country and the country involve shadows and with control shadows and other parity and assess for parity and assess of parity and assess of parity and assess of parity and parity and assess of parity and p

to sear silves
took and nor
to of the hapto of the hapto of the hapto otherwise the
control of the haptook of the the
to the the
to the the
to the the
took of the
too

The changes have seen a copy painted from them, which would produce the first painted from the first painted from the first painted from the changes are seen and other from the copy maternation of the first painted from the copy and the changes of the first painted from t



COATS FOR EVALUE WASHES THEY ARE CUT WIT the 5-point body-fit thet's won fame for

S. Hollers fit smoothly THEY ARE STYLED IN



## NOW IN TWO LENGTHS

Used with righ foliation guaranteed to wear 2 years.

Depend further any is never discovery account Prig. Represent Wars. I'll for the charge found the Conference of the Conf

53.00 ON PACH

TRAC ABOUT SIARS ABUT CROSSING AND THE NEW, FASTER SERVICE

PAGE 30 TRANSPORT CO.A.S.



NEWS THE OUT LINING COATS First time Spars has brought you this hit state annut

1698 Interior 1194

One delite Quality All Wast informations I seed 22% to give the 17% fragresses when 27% fragresses with 17% fragresses when 27% fragresses when the seed is build fragress from the seed in building and the seed of the 17% fragresses when the seed of the 17% fragresses when 27% fragresse 40 . . . MARS. FORMOT AND CO. O B .:

THE PERFOY PARTIE Annaly Style to 11 Stees for

Longer Women, Stout Women 498 Marine Marine 12498 2000 129

Shill Should Peoples Looks ForcePeal Falleria Fine soly force of the Sabrie or 1978, Vergo, Wood for sources, 1976, Strans, Ser soly Some, and

FINE FUR COLLAR

STARS EASY CRESTEING AND MAY, FASTER SERVICE "Order and pay postings only from your regards." Seen that Order Annua All payments per the proper are need dropped from Knoppe file on



NAME AND ADD DOTTED DOT TWO YARD COMP AND ADD

Salle Blowded MUSKRAT 12.50 - 14900

Final boars for that passes can been a marker \$4815 ... and form for come than former

C PAGE 47...... FUR COATS



and Priced to Save You 19.00

18.00 - 10000 - 111900-

GIOSSY MACH PERUAM PAW

BLACK-OTED SKUNK-STRING
TO FIR Misses and Junior
Defending present of the Spars is not shown
profited of since in the Spars is not shown
profited of since it is used for the Spars
belle for lines and warrant of the Santan

to JiP 10 it is forwarded from the Santan

to JiP 10 it is forwarded from a stream

to JiP 10 it is forwarded from a stream

to JiP 10 it is forwarded from a stream

to JiP 10 it is forwarded from a stream

to JiP 10 it is forwarded from a stream

to stream in the Santan

to stream

to stream in the Santan

to stream

to str

In Missely, Women's Stees
The engagement and seal or the thirty has a separate and seal or the thirty has a separate and seal or the first has been and a seal of the seal of

From \$1.00 and \$1.00 are the second for Capit and found in the designation or expensive parties. EXTEN WIRAS in a Street of the Parties of

> at histor tent for 32 years, searge here traded feets servicel hoops or has Cur reportation top and had a setting for more was as had a willing feeting.



Fashions in Fu WARMIN . . QUALITY . . WEAR

POTE SEASON AT MC STORE COLD

YOU CAN TRUST SEARS When Ruying Fur Coats and Save 10 on These Styles

\*8950 == 19900

SABLE-MENDED CONEY FUE

BEAVER-DYED MOUTON LAME





TO THOUSE AROUND SARGHAN SARGHANDED CONNY FUR COAT WAY SEEN SARGHAND, Will, JAID OF AROUND SARGHAND SA

\$7500

46 . . . . SEARS, SORESCE AND CO. . . . This most dispased from New York and Co. . . . Please are referring behavior on Page 12



costing -\$49+65" elsewhere

I. Fis is our final quality both Coney, energypelt in
fully salected by band to bring processity the nery to

If this codes of the fire to guaranteed a growt for

ages at this price, the Ethbon extra-notes of her 8 Say, thin pretentes guarantees the Corny I against rige has one year from time of position

4 Skinner's discooled Bayon Selfn fines the ent cour, a fabric fumous for two generalisms; pu aread to wear 2 years, (John box Mossed shape

in been to give your cost eather fraudien.

8 Magniffson creenp off for crossed hamiles bendoonsly, feels rightly wore, Automoting rocks factors, typical of ETF, IO seen, all

6. Freezh-byse ham with fie and bring hammed explorated patient of shaling aroun happedist, year opposed their house, greater confer and was? I sould factor you'd glodly paymore for character you'd glodly paymore for character.
7. Freezh enching worten minn, goffe and cook

from from sell and frields. Another acts refer.

8 Avershelds of links socions protect for links

9 Modelewsker sells under the scarres, shid and withles dowlin and keep your write saxty conductable.

12 Time pockets on cutoide are deep and ramp. Another in Index, course with quick sofe significations.

> EXTORACTION GRANAPHIED navay reheated for 32 years vens d large waysharkness on has, Cur report of large a stillage for some and was lines of a stillage frames.

CAN'T PARADERED. APART TAYY METADE.

"Chair Face Sciences rice measurement, Page 1956. President presented in 19 real patent of themselves and the Control Chair.

Ones, page postupe may have measure face that Code your







to Buy Lovely Things for the Rest of Your Family

BLACK SKUNK-BYED OPOSSUM FUR

SIEEK SLACK CARACUL-DVED WID Sless for Misses and Warren

#17 (# 8)18 - 54 four so boy form Con \$84.00 46 ... SEARS, ROSENICE AND CO. 1



© FOX JACKST, MUFF AND BAND ... 2 COLORS --With March All articles come features or pool appearing.

Belliam Universities Block Monday Real, or Schott Rank Appellulliam Face Interest Stee

Belliam Universities Schott, No. 18, 70, 18, 70 pages, 20 below State-Marc, order Steep etc. 6 Sec. Schotter

Belliam State-State order 12 54, 70, 78, 70 pages, 20 below State-State, order State etc. 6 Sec. Schotter

Belliam State-State order o





STAL, OR BEAVER-DYED CONST. Misses Women

## BUY YOUR FUR COAT WITH CONFIDENCE AT SEARS Our regulation protects you our purportee mapping

what it says . . Setisfaction, or your money back!

SOURBEL-DYED CONEY CARACHI-DYED KID for Misses Warner ing . Note described to point at right feather thing, colo. Majorar State will also fill Annes 12 Jr. 61 158, 29 sight, etc. 62 in. Western's State. 65 63, 64, sight, obtain 62 or State state Shapping would it State. Coher, Crity of Brand, Museum Science, St., 18, 12, Congris, elsent A2 or Warman's Dame; A2, A2, A4 or Longity and A. A. C. Safet Sing, code, Supply angel, 5 for Cong.

THEY ARE MILL TO

48 . . . SHARE FOREIGN AND CO. /



Jur Jashions ..

SERIOR MINISTER STORYS AND CONTAINED AT PROPERTY AND CONTAINED AT PROP

HOW TO GROBE, SEATS EASY TERMS had You Six ... you six monocontacts Page 1216. I've see parameter in to real, place or frings I seen Order Other, while and pay passings only from more I seen that Order look and pay passings only from more I seen that Order look. I've to find 2 pages skipped from New York. FUR COATS; SUPERB MONEY-SAVERS

4.00 = 3

LANGE SANGE FOR FURNISHED CONFY FU

SABLE-DYED CONSY FUR
For Misses and Women
baselfd lower for feel's at made 60;
yer. , is then the state place in this segwhich fable-lyed fileses for such, that comes
is discord with feel with the file
is discord to the state for the state
and the self wealth feel, interested that
the self wealth feel, self-up the
state is self-upushed from, correctful table
to state, profile to termine of price. , self-up

which been seven in first ..., we wind to complete common the question-bed of the assemble for which is considered and offices, on the best of the complete common that the common that is a constraint matter for the best, the control of the common that is a constraint matter for the constrai

Pl 70 seef electron, area (0) 00 of faces



MACK-DYED NANCHURIAN DOG FUR

SO . . . MARK, ROBBUCK AND CO. C.

## FUR FASHIONS THAT LAST!

Correct Style and Splendid Quality in This Smort Pur Coat Togs and Formols. In Missel Sizes That Will Also Fit Juniors A. B. C. D. Are Sissirated on Opposite Page

OLDANINE MACK

FORESHIN SCARF Laught, soil site, 20 fe, befolking fact, There are all district to 8 and

+17 6K (1947-24 Deep Cod. 127.50) of the sale I by a day on page from NOW TO DEDER, DAGE TRANS

OR THE MEN' WENT AND STAFF SHIFT ON PAGE 52. FIVE-SKIN FUR SCARE. MINK-DYED KOLINSKY

CONTRACTOR MACK

CONEW 22-IN, SANIS.

DYED CONEY FUR

